



ARCADIA
UNIVERSITY

Arcadia University

**Public Art Project:
Bits and Pieces Impact Our Community**

Overview

The project was born from a Glenside Business meeting in 2014 discussing community impact solutions to beautify this dark walkway. The public art project partnered Arcadia University's students, faculty, and staff with Cheltenham Township, the Downtown Business Partnership, and the Southeastern Pennsylvania Transportation Authority (SEPTA).





Project Goals

A Learning Opportunity to Create an Urban Masterpiece

Arcadia proposes to create a unique learning opportunity out of the Easton Road underpass at the Glenside train station by uniting resources of Arcadia University, SEPTA, the Cheltenham/Glenside community, students, faculty staff as well as local and regional urban artists.

The proposal of this public work of art would focus on motivating and exemplifying the diverse and cultural beauty of the township and to enrich the lives of the people, visitors, and employees.

The vision behind this mural is to offer the community:

- Provide a legacy learning and teaching experience for our students and faculty members
- Town-Gown relations with the Arcadia University to engage the community residents and business leaders
- Discuss the historical and contextual traditions of murals and public art in Philadelphia, as well as in other global cultures
- Explore social issues in the town
- Demonstrate the social impact of public art on a community
- Enhancing Economic development opportunities

Public Art Education Phase I

Inviting the community, internal and external, to learn from public art expertise as we develop the project plan.

Exploring Public Art was a series open to all community members starting in the Fall of 2016 to support the spring initiatives.

<https://www.arcadia.edu/exploring-public-art-legacy-community-innovation>

David Guinn is a graduate of Columbia University. Originally trained as an architect, he has painted 40 murals in cities worldwide, including Amman, Jordan; Montreal, Quebec; New York; Washington, D.C.; and Chicago. In Philadelphia he is represented by projects in almost every neighborhood, including *Electric Street* (2016), a new mural incorporating programmable lighting at 9th and Wharton. Collaborating with Rita Dove (former Poet Laureate of the United States), this past summer Guinn also completed a 6-story mural in Charlottesville, Virginia. He has received fellowships from The Knight Foundation, the Independence Foundation, and the Mid-Atlantic Arts



Meg Saligman has painted more than fifty murals internationally, including several of the largest murals in the United States. Using a variety of media that include paint, light, and glass, she is recognized for her imaginative use of figuration, collaborative process, and intricate designs that revitalize existing architecture. Her portfolio includes a fresco in Mexico City (1995), a water tower in Tanzania (2013), and *Fertile Ground* (2009), an image covering a single exterior surface of 32,500 square feet in Omaha, Nebraska. Saligman received her BFA



Jon Laidacker has led 30 community mural projects through Philadelphia's Mural Arts Program. He was the lead muralist on the 85,000-square-foot *How Philly Moves* (2011), which adorns a parking garage exterior at Philadelphia International Airport. Spanning a half-mile, it is the largest mural in the city. Laidacker graduated from Mansfield University in 2003 with a degree in studio art. He painted murals throughout Pittsburgh before moving to Philadelphia in 2005 to work with the Mural Arts Program. He earned his MFA from the Pennsylvania Academy of the Fine Arts in 2007. Laidacker's projects



Guest Lecturer:

Nato Thompson, Artistic Director, **Creative Time**, New York.

Reserve A Seat

Nato Thompson joined Creative Time in January 2007. Since then, Thompson has organized such major Creative Time projects as The Creative Time Summit (2009–2015), Pedro Reyes' *Doomocracy* (2016), Kara Walker's *A Subtlety* (2014), *Living as Form* (2011), Trevor Paglen's *The Last Pictures* (2012), Paul Ramirez Jonas's *Key to the City* (2010), Jeremy Deller's *It Is What It Is* (2009, with New Museum curators Laura Hoptman and Amy Mackie), *Democracy in America: The National Campaign* (2008), and Paul Chan's *Waiting for Godot in New Orleans* (2007), among others. Previously, he worked as



Keir Johnston is a co-founder of **Amber Art and Design**, a Philadelphia-based collective of six artists that collaborate with individuals and organizations to encourage positive and sustainable change within their communities. Founded in 2011, Amber Art and Design strives to leverage art from a point of renewal and service. Occasionally employing the strategies of social practice for works such as *The Village Table* (2014)—a four-course dining experience set in Meditation Park (in partnership with The Village of Arts and Humanities)—the group's efforts also involve the production of murals. Notable examples include *Legacy* (2013) a tribute to hip-hop,



The Right Fit

Hiring David Guinn as the mural artist and adjunct professor was the right fit - his painting techniques give Arcadia students a hands-on experience. He is a graduate of Columbia University. Originally trained as an architect, he has painted 40 murals in cities worldwide, including Amman, Jordan; Montreal, Quebec; New York; Washington, D.C.; and Chicago. In Philadelphia he is represented by projects in almost every neighborhood, including Electric Street (2016), a new mural incorporating programmable lighting at 9th and Wharton.



<https://www.arcadia.edu/gallery/slideshow-exploring-public-art-what-makes-successful-mural>

Target audiences

Arcadia University will encourage the creative process in developing artists, urban planners, staff, faculty, community and students by designing a program, to identify and outline the specific criteria of the site.

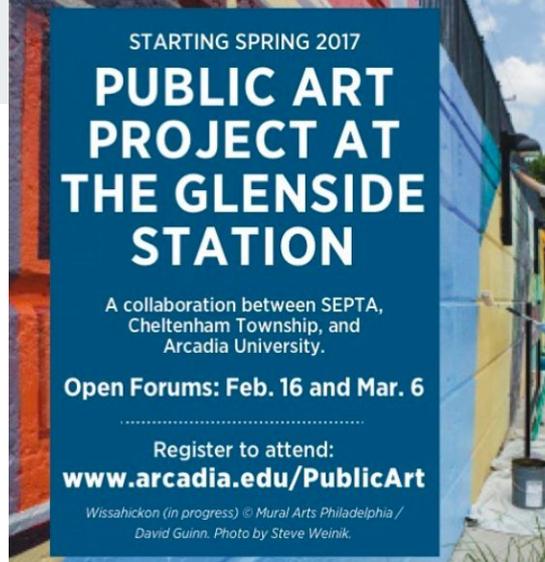
- 01 | Arcadia Students, Faculty, Staff
- 02 | Arcadia community - alumni, leadership, trustees
- 03 | Glenside Community - township, residents, leaders
- 04 | Other Stakeholders - SEPTA, businesses
- 05 | Public Art Community of Philadelphia and region



Apprenticeship Cohort Spring 2017

Started Community Session

Starting the collaboration, students reached out via social media, surveys at the train station, visiting businesses, and reaching out to township groups to get the word out.



STARTING SPRING 2017
**PUBLIC ART
PROJECT AT
THE GLENSIDE
STATION**

A collaboration between SEPTA,
Cheltenham Township, and
Arcadia University.

Open Forums: Feb. 16 and Mar. 6

Register to attend:
www.arcadia.edu/PublicArt

*Wissahickon (in progress) © Mural Arts Philadelphia /
David Guinn. Photo by Steve Weinik.*





Costs 2017

The overall costs were split between the institution's marketing budget and departmental costs to teach the course. Each invested in the opportunity based on a class size of 9 students.

Artist's Fee

10K

University Relations paid for the artists fee, and contracted to ensure the project is completed.

Adjunct Professor

\$4950

Fee for teaching the Apprenticeship class Spring semester FA378 Entrepreneurship/Gallery Apprenticeship.

Sed eiusmod

7K

LED lighting, paint, and supplies for the project.

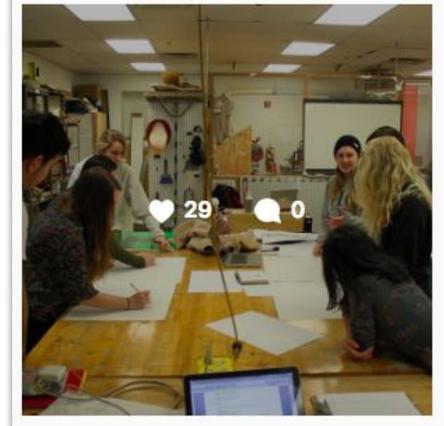
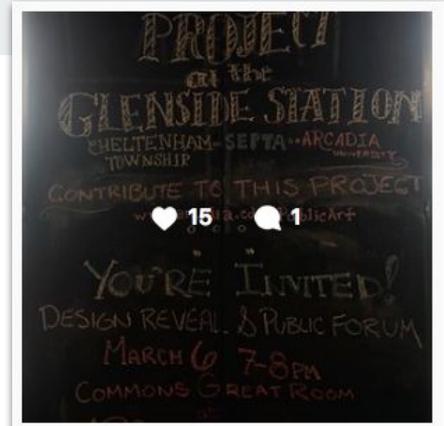
Unveiling and Community Engagement Spring 2017



Lighting the mural: A Dream of
Transforming the space at night



Students on Social Media



<https://www.facebook.com/arcadiapublicart/>

<https://www.instagram.com/explore/tags/glensidepublicartproject/>

Implementing the Design

Spring 2017



<https://www.arcadia.edu/news/2017/05/mural-arts-recognized-after-glenside-arts-festival>

Unveiling *Bits and Pieces* Fall 2018



Phase I

Mini-Documentary Spring 2018



Bits & Pieces

Arcadia University Follow

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49 14 Comments 44 Shares

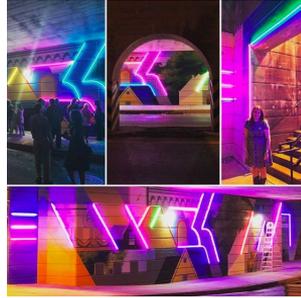
4.2K Views · about 5 months ago

WATCH THE VIDEO

<https://www.facebook.com/arcadia.university/videos/1936545499981439/>



Vision



Education: Exploring Public Art

Arts lecture series, educational opportunities for community gatherings and discussion on the value of public art impact on a community

Unveiling and Impact

Students engage the community along the way. Although the mural is completed in the Spring, the LED lighting takes the summer to install and test. Student and Arcadia and Glenside host a Food Truck Festival (1,500 in attendance) and light the mural for the first time.

Celebration of the Experience

The Fall unveiling of the Bits and Pieces Too! Mural was the highlight of the township Food Truck Festival. Arcadia University welcomed a new president and the lighting ceremony was an opportunity to introduce Dr. Nair to the community. The event expanded to over 3,000 people in attendance.

Fall 2016

Fall 2017

Fall 2018

Spring 2017

Spring 2018

Phase I: Apprenticeship and Community

Students worked in significant roles alongside Guinn including community organization, budget management and fundraising, conceptual planning and presenting, public art educational programming, promotion and communication, implementation and application of mediums, and dedication ceremonies for each of the seventy-foot-long murals at the Glenside Train Station.

Phase II: Apprenticeship Expands and Blossoms

This time the Apprenticeship program welcomed back two of the students from the previous project. Sydney and Cassie enabled the students to start from a higher level of experience. They elevated the program to take on fundraising to pay for the LED lighting and painting supplies were donated by local businesses. The students worked to brand their experience with T-shirt and promotional materials for events.





Legacy of art having a lasting social impact.

Benton Spruance, the chairman of our Art Department from 1934 through 1967, was connected to the Percent for Art Program in Philadelphia, which became a model for cities throughout the country. UR and the Department of Art and Design were equally invested in this public art project to provide a learning and teaching experience that reflected on Spruance's legacy and that of Arcadia.

Branding the Project Spring 2018

Developing the Project with a bright identity

Students owned the project and the content. The second cohort had the experience from the year before and were able to move big ideas quickly. One way to unite the community was to raise the profile with promotional materials and host fundraisers to support the project LED lighting for the other side Phase II.



Phase I

Community Engagement

Spring 2018



Recognizing area businesses for their project support.



Unveiling the new design to the community.



Implementing the New Design Spring 2018





Costs 2018

Phase II was elevated to a level where students had the experience and wanted to lead a fundraising effort to pay for the supplies and LED lighting medium. Students made connections with area businesses and corporations, earning funds and starting a Kickstarter campaign to build awareness of their program.

Artist's Fee

10K

University Relations paid for the artists fee, and contracted to ensure the project is completed.

Adjunct Professor

\$4950

Fee for teaching the Apprenticeship class Spring semester FA378 Entrepreneurship/Gallery Apprenticeship.

Fundraising made
the project
self-sufficient

7K

Student raised the funds for the LED lighting, paint, and supplies for the project.

Unveiling of *Bits and Pieces TOO!* Fall 2018



nauguration Week Recap

Like Comment Share

Arcadia University Follow

21 1 Comment 1 Share

CELEBRATED WITH THE PRESIDENTIAL INAUGURATION

“Our obligation to make an impact on our community”

<https://www.facebook.com/arcadia.university/videos/264822764183881/>

Outcomes Assessment



Cheltenham Township Commissioners presented the students in the Spring 2017 Entrepreneurship/Gallery Apprenticeship class and renowned muralist [David Guinn](#) with a resolution during the Nov. 15 township meeting.

Integrative Student Learning

Students outcomes continue to be quantified; we will have outcomes by graduation. However, two students have attributed the program to a change in career plans. One gained international internship in curatorial studies and another applied for a graduate program. Students developed communications and collected data to help in their decision making. They surveyed 100+ residents, visited 35 local businesses, held four presentations to receive verbal feedback on their sketch designs, and finally engaged 200 donors to help fund the second phase.

Practical Teaching Experience

The Department of Art and Design has submitted a grant proposal for innovative programming to develop an Arcadia Public Art Workshop with the mission/vision that incorporates our legacy of social innovation in Glenside to expand civic improvement-focused public art projects.

Community and Township Engagement and Recognition

Cheltenham Township Commissioners presented the students Entrepreneurship/Gallery Apprenticeship class and renowned muralist David Guinn with a resolution during the Nov. 15 Township Meeting. The Commissioners cited the students' "creative skills" and role in the mural process, and noted how the LED lighting "added the crowning touch to the contemporary piece." This project set up communication lines and partnerships with key businesses and resident influencers to plans.

Public Art Social Impact

Area organizations like the [Philadelphia Museum of Art](#) sponsored programs (connecting their Inside Out program), hosting works of art along the main Easton Road of Glenside. The Mural Arts Program came to speak to the value of public art projects.

Economic Impact on our Community

Since the unveiling of both murals, economic development on the main street of Easton Road has increased. An investor purchased derelict property adjacent to the mural site within months of the lighting. The location will become an outside food and microbrewery garden. They asked students to incorporate a mural in the outdoor space. The University has also learned of an additional developer making a significant \$2.7 million offer to invest in multiple business units just blocks from the mural towards campus. The township is still in negotiations.



Final Note

The process united all involved and provided an integrated, liberal arts experience for Arcadia's apprenticeship program that had a lasting social impact and built community relations.